

2019 MEDIA KIT



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A man with short dark hair, a beard, and glasses is shown in profile, speaking. He is wearing a dark pinstriped suit jacket, a white shirt, and a red patterned tie. A red boutonniere is pinned to his lapel. He is holding a microphone in his right hand. The background is a blurred indoor setting with wood paneling.

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“Sales, leadership, and motivation comes down to one thing. How well do you compel?”

FAMOUS DAMUS



Famous Damus! Before you read his bio let's just get it out the way. No Damus is not a famous actor or former basketball player, but what he is famous for is helping organizations excel by learning how to compel. Also let's face it "Famous Damus" sounds pretty cool!

Damus is a business success strategist that helps businesses, associations, and organizations create breakthrough performance by creating memorable moments and unforgettable experiences for their customers, clients, and colleagues.

He is the president of Damus Dynamic LLC a Training and Development company that drives growth with companies of all sizes from small businesses to billion dollar brands. Damus has worked organizations such as Macys, JC Penny, Art Van Furniture, UAW, Ford Automotive Dealerships, Toyota, and many others. He also owns and operates a Real Estate Development Company. He has been in the trenches and knows what it takes to grow sales, develop your leaders, and ultimately grow your business.

COMPELLED CLIENTS

Finding a speaker to entertain, empower, and educate your team can be challenging, but to find a speaker to keep your team motivated and equipped to apply tangible tools that creates top performers can be exasperating. Damus Smith can help make your next event shine that will leave attendees talking about how dynamic the event was well after the curtain closes. The biggest return is after Damus leaves the stage when your members apply the strategies needed to be a top performer. Listed below are some of Damus's past clients.



VALUE CITY
FURNITURE



TOYOTA

JCPenney



glic+ffa
GREAT LAKES ICE CREAM + FAST FOOD ASSOC.

★macy's

Sears



GARDNER
WHITE
furniture & mattresses



MotorCity
CASINO-HOTEL



Jim Burke Ford

MATTRESSFIRM



COVERT



PalmSpringsMotors



US-Mattress.com®

OUR SERVICES

CUSTOMIZED



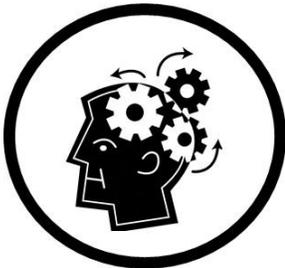
KEYNOTE

Tired of the same old messages, and same old dull experiences? Go from "Dull to Dynamic" with memorable keynote presentations that entertains, educates, and empowers. All keynote presentations are customized through interviews with organizers and audience members. Damus's keynotes are customized around your specific outcomes for your event!



TRAINING

Half day, Full day, and One year training programs are offered that will help create a lasting change to improve company performance and the company culture fueling business growth. All programs are customized to your company goals, culture, and drivers.



CONSULTING

Diving deep into your organization is the best way to improve performance. You will gain clarity and understanding on what actions are needed to take your business to the next level. Damus and his team will develop a comprehensive customized strategy that your organization can use to grow your business.

SALES PROGRAM

STOP SELLING. START COMPELLING.

Are you compelling your customers? Are your sales professionals, sales teams, and every part of your organization creating unforgettable experiences that's so compelling that customers cannot resist what you're offering? This entertaining, yet educational program is ideal for groups who desire to grow their sales, increase influence, and create a shift from the old traditional way of selling and embark on a new journey of compelling. In order to compete and win in today's economy customers must be so compelled that they only want to buy from you. Damus explores proven methods of today's top producers, and organizations then offers the audience practical ideas they can immediately put into practice to achieve business growth.

“CREATE COMPELLED CUSTOMERS”



Damus also specializes in growing sales with



MULTICULTURAL



WOMEN



MILLENNIALS

ATTENDEES WILL...

- Learn how to gain a deep understanding of their target customers and bring it top of mind.
- Learn how to create unforgettable experiences that compels the customers to buy only from you.
- Explore the evolution of customers today and their buying behavior.
- Understand the shift in seller competency that's needed to compete in today's economy.

CUSTOMER SERVICE PROGRAM

HOW WELL DO YOU COMPEL?

Customer service is about creating a compelling customer experience for every customer. So many businesses focus on the sell but unfortunately this is where they fail. It's about the experience. It's about what you do before, during, and after the customer interacts with your organization. Every employee in your organization must understand they're a part of the sales process, no matter if it's the cleaning staff, or the customer service representative. When each member can grab hold of the whole concept of focusing on compelling customers to want to continue to patronize your organization that's when you start to see the needle move. You will start to see more satisfied customers.

“COMPELLING CUSTOMER SERVICE”



ATTENDEES WILL...

- Learn how to develop a compelling experience on how to create compelled customers.
- Turn customers into marketers.
- Learn how to communicate in a compelling way to handle customer complaints.
- Retain current customers and get customers to return every time.
- How to create your dream customer service team.

“Damus was great! Our Multicultural sales has increased as a result of his training.”



-STEVE BLANCHARD- GENERAL MANAGER JOE MYERS FORD

LEADERSHIP PROGRAM

LEADERS EXCEL WHEN THEY START TO COMPEL

Are your employees compelled? The traditional way of leading is giving way to a more people centered driven way of leadership. In today's world with the age of the internet and social media employees are becoming more disconnected when it comes to being motivated and following leadership. In this powerful keynote Damus shows your leaders how to increase their influence and take a collaborative approach that compels their teams to want to follow their leadership. The key is learning to communicate, but communicate in a way that compels not repels. Instead of leading with an iron fist by telling employees what to do start compelling employees to follow you. Imagine if you had employees asking what more they can do for the organization? Well in this program Damus will give you the *"Compelling Keys to Compel Your Employees."*

"CREATE COMPELLING COMMUNICATION"



"The sale staff loved Damus. He was upbeat and kept everybody engaged. The program was very impactful."



-SCOTT SIMMERS GENERAL MANAGER PALM SPRINGS FORD

ATTENDEES WILL...

- Develop critical thinking tools that will help you become a better leader.
- Learn how to create a culture of performance and accountability.
- Learn communication tools that will help you communicate effectively, motivate your team, and ultimately become a better leader.
- Learn emotional Intelligence on how to connect and become a better leader.

HIGH PERFORMANCE PROGRAM

DISCOVER YOUR DYNAMICS

We all have this power we possess but sadly we don't access. The people that are excelling in today's world have learned how to tap into the power that allows them to overcome obstacles and charge forward in the face of opposition. Damus will teach and demonstrate to you and your team the "Forces of Dynamics" that will get your team to develop a high performance mindset, stay motivated, and recharge their human battery.

“ELEVATE YOUR LIFE, CAREER, AND BUSINESS TO THE NEXT LEVEL”



ATTENDEES WILL...

- Learn how to create a belief system that repels negativity and produces positive activity.
- Learn how to give the effort you need in order to succeed.
- Learn how to recognize, manage, and tap into resources that improves your productivity
- Learn how to be more effective, work more efficient, and deliver better results.
- Learn how to adapt, adjust, and excel in the new economy.

"Damus was amazing. He did a wonderful job. Everything from beginning to end. He really inspired all of our members. Thank you Damus!"



- AARON MOORE- PRESIDENT GREAT LAKES ICE CREAM ASSOCIATION

PROCESS

When you hire Damus for your next event you're not just getting another keynote speaker. You are getting an experience that gives your audience deliverables that helps move the needle. The process starts before, during, and even after he leaves the stage.

Phase 1- Consultation

- **Assessment-** Before we begin the process our work starts with a deep understanding of your specific needs, your audience needs, and outcome you desire. We will analyze first-hand, what is needed for your organization in order to tailor our keynote to your audience and ensure your event is a success.
- **Pre-Promotional Video-** Damus will make a promotional video to market the event and get members excited and help increase registration. You can post the video on your website, social media, or email attendees.

Phase 2- Communication

- **Interactive Keynote-** This is where the action begins. Your program is launched in the form of a keynote speech that is tailored to meet your goals and objectives.
- **PDF Printouts-** Audience will receive a pdf printout of the presentation to help reinforce key points.
- **Books-** Damus will sign copies of his books after his presentation. You can either purchase signed copies for your audience in advance, or he will personally sign each copy after the event and have them available for purchase.

Phase 3- Continuation

- **Post Promotional Video-** A customized video of the event will be provided to send out to all attendees thanking audience members and reinforcing his keynote message.
- **Dedicated Email Address-** Damus will have a dedicated email address for attendees to submit questions after the keynote.
- **Optional add-ons-** 30 Day mobile learning challenge, breakout sessions, and online training access, can be added as well to reinforce keynotes programs.

PACKAGES

BASIC

- 30 minute keynote presentation
- Package available when I'm in your general area of the event, or if the event is local.

DELUXE

- 60 minute keynote presentation customized as needed.
- Keynote scheduled at your requested date.
- Consultation analyzing your needs, goals, challenges, and desired outcomes.
- Documented objectives for the meeting and specifics of the content will be provided in writing prior to the meeting date.
- Format is interactive lecture style
- Travel expenses (travel, lodging, food) covered by client
- Pre-printed takeaway for attendees
- Pre-promotional video to market the event and get members excited and help increase registration. You can post the video on your website, social media or email.
- Post promotional customized video to send out to all attendees thanking audience members and reinforcing the keynote message.
- Dedicated email address for attendees to submit questions after the keynote.

PLATINUM

- 90 minute or 60 minute keynote & 30-60 minute breakout session.
- Keynote scheduled at your requested date.
- Consultation analyzing your needs, goals, challenges, and desired outcomes.
- Documented objectives for the meeting and specifics of the content will be provided in writing prior to the meeting date.
- Format is interactive lecture style
- Travel expenses (travel, lodging, food) covered by client
- Pre-printed pdf takeaway for audience members
- Pre-promotional video to market the event and get members excited and help increase registration. You can post the video on your website, social media or email.
- Post promotional customized video to send out to all attendees thanking audience members and reinforcing the keynote message.
- Workbook for attendees
- Free signed book of choice for all audience members
- Unlimited presentation time on (date), customized as needed
- Professional videotaping with right to use video for internal use only
- Access to the 30-Day mobile Interactive learning program
- Access to online classes for the selected program for all attendees
- Option of webinars, articles, or videos to reinforce learning
- Dedicated email address for attendees to submit questions after